



Hawai'i Tourism Japan

Apr. 2, 2004

Honolulu Newsletter #1

Aloha!

On behalf of Hawaii Tourism Japan, I am happy to send you our very first newsletter.

As you may know, we started our operation in Tokyo on January 5, 2004. Since then, it's been a whirlwind experience for all of us at HTJ, every minute very exciting and new. The Honolulu Liaison Office opened in Waikiki on January 12 with a staff of two. The main functions of this office are to liaise and coordinate various FAM tours, tie-ups and various other promotional and marketing programs with Tokyo Office as well as to provide up-to-the-minute information on all of the islands of Hawaii.

One of our first major accomplishments was the launch of the totally new website, www.gohawaii.jp on January 22. Visitors to this site will be able to go on a Virtual Tour of the islands or marvel at Million Surprises. Popular ukulele virtuoso, Jake Shimabukuro will take you through the site. For those of you who wish to keep abreast of what is happening in Japan, you will be able to access HTJ Japanese news releases on the page dedicated to the trade and media people.

On the day the website was launched, an information space "Islands Gallery" was also unveiled to the public. Located on the B2 floor of the new Shiodome Bldg., Islands Gallery serves as HTJ's new "information hub," offering glimpses of the beauty and attractions of Hawaii. New "6 Islands 6 Surprises" brochures are also available here along with other information. The HTJ office is located on the 7th floor of the adjacent Shiodome Annex Bldg. and those who wish to obtain more information are invited to visit and relax in the lounge where they will find reading materials pertaining to Hawaii.



On January 26, our promotional campaign kicked off in Tokyo and Osaka with a poster campaign featuring Jake Shimabukuro. Four big posters were created, each based on a symbolic color, blue of the clear sky and ocean, green of the lush tropical forest, red of the red soil and black of the lava. All four posters were shown side by side at major JR and subway stations and caught the attention of the Japanese public.



February celebrated the 50th anniversary flight of Japan Airlines, which brought a group of media people from Japan. During their stay, they went to the opera, visited Bishop museum, Mission Houses Museum and other sites to introduce Hawaii from its historical, artistic and cultural angles. Having arrived on the same JAL anniversary flight, Takashi Ichikura, HTJ Executive Director introduced to the Legislature HTJ's marketing program which was well received.

HTJ's first TV commercials were shot in March and two 15-second versions featuring Jake will go on the air in Japan in May. Dentsu creatives and the film crew flew to Kauai, Maui, the Big Island and Oahu for the shooting of these TV commercials. Jake wrote the music used in these commercials, titled "Rainbow."

On March 19, HTJ gave a presentation to the former HVCB Japan Marketing Committee. If you wish to view this presentation, we invite you to visit: http://www.hawaii.gov/tourism/program_marketing.html and click "Japan Update March 2004."

The most recent event participated by HTJ is 2004 Japan US Friendship Festival held from April 2 until 4 to commemorate 150 years of US/Japan friendship. HTJ set up a booth at the festival, where HTJ posters with Jake, brochures and other materials were distributed. HTJ also provided Hawaiian quilting and lei making demonstrations, the latter by our own HTJ staff.

Last but not least is HTJ's plans for JATA scheduled in Tokyo in September. We will include this information in the extra edition which will come to you a week following this, together with our Marketing Update of HTJ's planned events and activities.

Should you wish not to receive this news letter, please let us know by responding to this e-mail. Or if you know of anybody who would like to be included in our mailing list, please let us know.

Mahalo!